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RURAL AREAS DEVELOPMENT

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OKLAHOMA WATERSHED PROJECT TURNS INTO "DOLLARSHED"

□ Unexpected bonuses from a watershed project gave agriculture a big boost and spurred new economic growth in the area of Cheyenne, Oklahoma.

Farmers and ranchers around Cheyenne had one idea in mind when they began the Sandstone Creek watershed project -- they wanted to stop the damaging floods that annually swept their land. But when the project was completed, they took a look at the water backed up behind the dams and decided to use some of it for irrigation.

As a result, 14 families today earn \$200,000 a year off a stretch of land that supported only six families with a total yearly income of \$40,000 before the project.

The dams made possible water-based recreation which is bringing new income to the area. Two rural stores near one reservoir sold 516 fishing licenses -- 359 of them to out-of-state fishermen -- during the first five months of 1962. Cheyenne's first motel was built during construction work on the watershed, and in 1962, a second and larger motel was built.

The economic upturn is reflected throughout the watershed.

"We don't have any new industries to point to," says Cheyenne banker L. L. Males, "but we have kept the population from declining further, and the watershed project has greatly increased the incomes of those still here. Our bank resources have gone from \$100,000 to \$4,000,000."

BEAUTIFICATION PROJECT LEADS TO RAD PROGRAM

□ A city beautification campaign touched off a complete economic development program at Elsinore, Utah, and gave the town a new lease on life.

In 1960, Elsinore was on its way to becoming a ghost town. It's population had dropped nearly one-third in 10 years, to less than 500 people. Many home and businesses were boarded up, and weeds and trash covered the vacant lots.

*We must show the
world what a
free economy can do
... to put unused
capacity to work,
spur new
productivity and
foster higher
economic growth.*

President Kennedy



Then in March of 1961, the County agent and local businessmen initiated a clean-up, paint-up, fix-up campaign. Local citizens volunteered their services and some came with tractors and earth-moving equipment. Vacant lots were cleaned up, rickety sheds torn down and vacant houses painted. Curbs and gutters were installed on five major streets, and 2,500 iris planted between the curb and sidewalk on Main Street.

The success of the beautification project gave the people a feeling of unity and accomplishment. They decided to set their sights higher, to a complete RAD program aimed at reversing the community's downward economic trend.



A citizens' committee was organized. It found the area contained high-quality silica and other allied minerals. Extension officials helped prepare a prospectus describing the silica deposits. Work has started on a modern street lighting system and a community park. A new drive-in restaurant, a service station, and a rock shop have been built, and a cafe remodeled.

Elsinore is on the move again because a beautification project got the local people working together for the common good.

SOLVED: ONE WATER SUPPLY PROBLEM

□ Problems turn into opportunities when local people like Frank Gambaiani of Clinton Township, Indiana, tackle them.

Water supply was the problem.

Van Duyn Elementary School was under construction, and wells that had been expected to produce water for the new rural school were either dry or provided unsatisfactory water.

Water was also a problem of the rural people, a school, and of farmers living nearby. More than half the people in the area were forced to haul water some time each summer.

To solve the problem, local people joined forces with Gambaiani and formed the nonprofit Clinton Township Water Company, Inc. They enlisted the help of Clinton Mayor, John Goldner, and other city officials, and applied to the Farmers Home Administration for a \$153,000 water facilities loan.

When Van Duyn Elementary School opened its doors to 500 pupils last September, the children had plenty of pure water. But it had been a battle against time. Gambaiani and others were making the final adjustments to the school's water system in the small hours of the morning before school began.



With a \$140,000 loan from the Farmers Home Administration and local financial support, the nonprofit company put in water lines and a pumping system to serve 130 families, the school, and one church. Water is purchased from the City of Clinton.

Now, the people of three rural towns -- Klondyke, Sandytown, and Blanford -- and farmers living in these areas are petitioning for extension of the lines to serve 216 more families. Gambaiani, now President of the nonprofit water company, and co-workers expect this project to be a success, too.

In the meantime, some homes now served by the Clinton Township Water Company are being remodeled to add bathrooms. Merchants in Clinton have seen an increase in sales of bathroom fixtures and hot water heaters.

A NEWSMAN MEETS RAD -- RESULTS: AN "ENLIGHTENING EXPERIENCE."

□ RAD came alive for Judge Frederick Harrigan, publisher of the Colebrook (N.H.) News and Sentinel, when he attended a meeting of the Coos County Rural Areas Development Committee. He brought it to life for his readers, too, in a lengthy story and an editorial. Here is the editorial:

"Attendance at the meeting of the Rural Areas Development Committee here last week was an enlightening experience -- so much so, in fact, that this issue of the paper devotes more space to it than we have ever accorded any one 'story' before. It is only after writing it up and proofreading the copy that some comprehension began to dawn of the apparently tremendous scope of this whole RAD idea. Coming to it completely uninformed -- a little prejudiced, if anything, since our slightly 'anti' feelings on promotion per se are no secret -- personal observation and reflection have now convinced us that despite its plethora of New-Dealish-sounding initialled agencies and programs, it is a fine and much-needed thing, a sort of super-clearing house for problems and projects on a County basis. Even to the bewildered neophyte, it is obvious that this group ranges all over the map in trying to apply mature, non-political consideration to any and all matters which may concern the County and its people.

"Some of the ideas seem almost inconceivably vast and expensive. One could wish that solutions did not so often involve Federal grants, obtained by something resembling subterfuge at times, or differentials in state aid ratios based on compliance with the urgings of State agencies. But what kind of group would be worth its salt if, without exception, everybody connected with it agreed with everything it said or did? It would die a quick death from sheer boredom, if nothing else.

"This is not a promise that we can always find space or energy to 'write a book' on a RAD meeting as we did this week. But it is without the slightest hesitation that this newspaper pledges its complete cooperation in every way possible to as worthwhile a movement as we have seen in many years."

1,700 NEW JOBS IN THREE YEARS

□ Hardin County, Tennessee, population 17,000-plus, has added about 1,700 new jobs to the area economy in the past three years, thanks to its Rural Areas Development program.

Local people began their economic development efforts eight years ago, but it was early in 1961 before they hit the jackpot. In March of that year, the Tennessee River Pulp & Paper Company opened a multi-million dollar plant at Counce, employing 400 people with an annual payroll of \$2.5 million.



In addition the plant spends \$7 million a year for pulpwood, providing employment to 1,000 to 1,500 people in cutting, transporting and marketing pulpwood, and in various reforestation and forestry practices.

Two existing plants expanded, creating 250 jobs, and three other small plants opened, adding another 40 jobs. Currently, the RAD Committee is trying to secure a \$25 million iron plant which will use local ore deposits.



U. S. Highway 64 is being relocated to Pickwick Lake, with its miles of shoreline and 225-acre recreation park, and to Shiloh National Park, site of a famous Civil War battle. Finishing touches are being put on a bridge spanning the Tennessee River at Pickwick Dam to give tourists access to both sides of the Tennessee River and to Pickwick Lake.

Swine production has increased 30 percent in five years. Livestock sales now bring more than \$1.1 million a year to County farmers -- the same amount they make off their crops. More than six million pine seedlings have been planted in Hardin County in the past three years, and within 10 years, they will start paying income from what in many instances was idle land.

The Commerce Department has in the past 12 months trained 103 persons for jobs ranging from general office work to welding, and \$162,000 in Accelerated Public Works funds have been spent in the County to develop recreation facilities and for reforestation.

There have been other advances, too. They include, among others, a \$130,000 football stadium and lighted baseball field; and addition to the hospital; completion of a Home for the Aged and a 62-unit Federal housing project; completion of new dock facilities on the Tennessee river at a cost of \$103 million, and improvements to Savannah airport.

With State and Federal help, the people of Hardin County are realizing their RAD goal: "to raise the family income and level of living for all people in the County."

CANADIANS GET RAD BRIEFING

□ Assistant Secretary of Agriculture John A. Baker gave Canadian writers and agricultural leaders a full briefing on all phases of our RAD program at various meetings and panel discussions during the Agricultural Institute of Canada at Banff last month.

Baker said it was "not surprising that our two great nations simultaneously launched massive nationwide rural areas development efforts." The purpose was to meet the national challenge posed by rapid change in rural areas of both countries. ARDA, Canada's counterpart of our RAD program, was established by the Agricultural Rehabilitation and Development Act of 1961.

"If we vigorously push forward, rural America -- in Canada and the United States and hopefully the entire Western Hemisphere -- will regain the grandeur and dignity that commended rural life to the founding fathers of our nations," Baker said.